



Image *Pattaya:*

Travel & Property Investment

- **Pattaya... Paradise City**
- **The Cove, The Wave...
New Condos, New Image Pattaya**
- **Spice Up Your Life With
Pattaya's Gastronomic Delights**

central festival

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Image Pattaya: Travel & Property Investment

“Pattaya”... Better Than Ever

No matter what some people say, “Pattaya” is among the first tourist destinations many Bangkokians think of when they want to say goodbye to busy workdays and find a relaxing corner on a nearby beach. Especially during festivals, Pattaya is the first place they choose.

“Wan Lai” or the Pattaya water festival has attracted tourists from every corner of the world to enjoy splashing each other on the crowded streets. It is a time when both Thai and foreign tourists are happy and full of fun, so lots of people from around the world flock to join this and other festivals every year.

But it's a sad fact that fewer tourists came to join Wan Lai in 2009 due to factors such as the global financial crisis, which has affected tourism both directly and indirectly. The crisis has brought fewer tourists, prompting investors to slow down or cease their projects. Domestic political conflicts also have to be mentioned. Unfortunately, the unsolved political disputes have taken their toll on Thai tourism.

Worsening the problems is the arrival of H1N1 flu. This has made many people avoid traveling altogether, reducing the number of tourists still further. Not only Pattaya has been affected by this latest nightmare. Tourist resorts all over the world are facing a similar downturn.

Despite the many negative factors, Pattaya remains a tourist city with great potential and wide scope for growth. Pattaya today is more than ready to welcome both Thai and foreign tourists. Other than its many well-rounded services, entertainments, shopping malls, restaurants and sports centers, Pattaya is offering discount campaigns of 10-80% around the city, to encourage people to visit. Virtually every business in Pattaya is willing to offer quality products and services at very special prices, to get the city on its feet and back to its usual fighting-fit form.

8

Message from the Mayor of Pattaya

9-12

Pattaya... Paradise City

14

“Central Festival” Rebranding Pattaya as a Shopping City

16

Pattaya Goes International with the “PEACH” Exhibition and Convention Hall

22-23

Property Boom in Pattaya, Variety of Villas and Condos

24-25

The Cove, The Wave... New Condos, New Image Pattaya

26

Golfing in Pattaya - Spoilt for Choice

28

“Polo Club”... An Exhilarating Sport from England at Pattaya

30

Spice up Your Life With Pattaya's Gastronomic Delights

32

World-class Cineplex: Pattaya's Chic Entertainment Venues

33

Pattaya... Designed for Tourism

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“Pattaya Highlights”





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For more information and direction to THE COVE Sales Office,
please contact **038 428 595** or visit **www.ppd.co.th**



The Cove Pattaya Project (Cove Pattaya Property Development Co., Ltd. 44 Sukhumvit 38, Bangkok, Registered Capital: 100 Million Baht) Fully Paid. CEO and President: M. Jirakorn Chantakarnyong. Project Location: Same Title Deed No. 150115, Pattaya, Banglamung, Chantakarn (Zone of Encouragement, Land area: 6 Rai - 3 Rangs - 34, 34/34th Project Area: 35 Boree) Building with 100 Units, All Rooms with Sea View, Beach Front, Swimming Pool, and Landscaped Garden. Expected Commencement: Commencement: Q1 2010. Units: Prices will be negotiated after project completion. Condominium Service Fee will be paid to Project Jurisdiction Person according to Sale and Purchase Agreement and/or Regulations of the Condominium Act of 1976. BA No. 101-1105-00058

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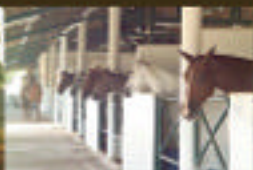
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POLO TOURNAMENT
FROM NOVEMBER
TO APRIL



"Greetings from Our Modern Seaside Paradise"

Message from the Mayor of Pattaya City

It is a great pleasure for me, on behalf of the people of Pattaya and Pattaya City Hall, to welcome you to Pattaya, our modern freewheeling and 'sanuk' city resort in the sun.

Pattaya certainly is a place of contrasts. Here you can find quiet secluded beaches, cultural and historical attractions, the finest gourmet restaurants and the glitzy nightlife for which the city is famous. Pattaya's shopping is second to none, and accommodation covers a full gamut from budget guesthouses through to luxury five-star hotels and serviced apartments. The city's relaxed sense of 'sanuk' combined with beaches, sunshine and the very best facilities mean there's always something for everyone.

Pattaya has all the ingredients for a good time, whether you're here for a few days, a long summer vacation or you're planning to take up residence. I sincerely hope your visit will be a rewarding and enriching experience. Please use the information in this handbook as a starting point for your adventures and explorations in Pattaya. More information is available at Pattaya City Hall or at the many tourist information points dotted around town. Please enjoy our paradise under the sun.

Mr. Itthiphol Kunpiome
Mayor of Pattaya City

"We Love Pattaya" Team outlines 14 core policies to promote sustainable growth

The "We Love Pattaya" Team consisting of a group of young managers under the leadership of Pattaya Mayor Itthiphol Kunpiome, has outlined 13 strategies and 14 emergency policies based on balanced principles to promote sustainable growth for Pattaya.

Thirteen important strategies include:

1. To emphasize safety of the lives and property of people and tourists, both Thais and foreigners
2. To solve drug problems
3. To give importance to and develop transport systems, both land and marine
4. To promote tourism and public relations
5. To support education
6. To upgrade public utilities, infrastructure and information and communication technologies
7. To promote sports and recreational activities
8. To develop sufficiency economy and encourage the use of local wisdom
9. To support public health and environmental work
10. To develop society in order to boost people's morality and ethics, as well as local culture and religion
11. To focus on water sources development and alternative energies
12. To improve city planning and development by creating equal clusters
13. To work efficiently and transparently, and encourage people participation and inspection

The clearly outlined strategies are used as guidelines to determine 14 emergency policies for Pattaya as follows:

1. The city must be transparent and speed up the establishment of Pattaya City Community Council.
2. Pattaya city must be safe 24 hours daily, both in-house and outside, through the establishment of Tapphaya 2310 ad hoc agents, who will cooperate with government agencies, police and soldiers to suppress crime and drugs.
3. Tap water and electricity must reach every part of the city. Pattaya - Koh Lan will boost 100% water production capacity.
4. Pattaya will have electric trams as a new transport option. Two

pilot lines will be in service in the initial phase.

5. Pattaya will see smooth traffic, with elevated ways and a three-phase traffic system improvement to solve traffic congestion problems. Modern parking lots, a beach market and a tunnel going under Sukhumvit intersection will also be developed. The city will conduct studies into future transport systems.

6. Pattaya will prevent and solve the repeated flood problem by upgrading flood prevention and suppression systems.

7. Twelve-year free education with lunch, meeting the standard of Satit Kaset School, and school buses are offered to students.

8. Pattaya will have no unemployed people and have flourishing businesses. It will tackle poverty problems under the slogan "give knowledge, give skills, give jobs". Poor vendors will be registered and jobless people will receive assistance from the city.

9. Pattaya residents will be able to access medical services. Twenty thousand beds from hospitals in the city are available. Free medical services under the healthcare scheme and social security system are provided.

10. Pattaya will be free of unsurfaced roads within 2 years. It will announce a ban on road works along 5 roads for a period of 5 years. Asphalt roads will be constructed and air pollution will be reduced.

11. Pattaya will support low-income earners to have secure homes that are free from garbage and toxins. Low-income earners will pay a monthly installment of 500 baht for 15 years. The city also plans to eliminate garbage odors and increase the number of garbage containers and trucks.

12. Pattaya aims to be the center of sports in the eastern region, with a high-standard sports center capable of helping build Thai national athletes such as Chonburi F.C. Team. The city will collaborate with government and private sectors to organize more sports competitions.

13. Pattaya will hold travel fairs and world-class events, and announce "Visit Pattaya Year" in order to attract visitors and generate more revenues. It will also push for an extension of entertainment venue closing times.

14. Pattaya aims to offer visitors beautiful beaches that are clean and safe with clear sea, and facilities such as parking lots, public toilets, showers, Wi-Fi internet services and eco-friendly electric trams.



"Pattaya"... Paradise City

The world financial crisis, which started in 2008, as well as political problems in early 2009, have both contributed to a marked decline in the number of tourists visiting the country, particularly Pattaya. However, despite these and many other problems, the enduring charm of "Pattaya" continues to flourish.

As a top World-class Beach Resort, Pattaya continues to offer a holiday paradise especially tailored to accommodate tourists from all over the world. The special charm of the city has the ongoing potential to attract and welcome visitors worldwide to enjoy all the pleasures of a world-class beach resort.

Although its business community has witnessed a considerable drop in revenue due to the economic downturn, this same phenomenon has affected and impacted business activities severely among other well-known resorts worldwide.

To survive the current economic slump, Pattaya must continue to promote itself vigorously as one of the

world's most popular world-class holiday resorts, offering visitors a veritable vacation paradise they will always remember with pleasure. The public and private sectors must cooperate more closely together to conceive and realize a variety of projects that will further enhance Pattaya's many and varied attractions as a tourist paradise.



A special "Sales Throughout The City" campaign launched on June 8, 2009, offering massive sales reductions of between 10-80%, covering 20,000 luxury hotel rooms, plus a wide variety of other businesses and



department stores, came together in a concerted advertising campaign supported by the city's public and private agencies, as a kick-start to recover Pattaya's legendary liveliness in the short term.

The campaign produced a positive response with Pattaya taking center stage once again as it attracted an influx of many visitors to the various pop music and jazz festivals, featuring many international groups, as well as a flurry of business conferences, seminars, meetings and incentive reward packages. Many more people talked and thought about "Pattaya" during the campaign, as the ideal location for their own many and varied activities that would certainly be enhanced with the added value of Pattaya's own special charm.

Business conferences, seminars, group-working meetings, tourism and entertainment activities, or simply as an ideal holiday destination are all part of a wide variety of choices available in Pattaya, the beach resort paradise conveniently close to Bangkok that guarantees your complete satisfaction.

Currently, Pattaya's income is tending to lean more on Thai tourists than before, as it endures the long wait for returning foreign tourists, when the world economic situation eventually begins to pick up.

Although, it's a time for waiting, many projects concerned with the city's ongoing development are going ahead. Pattaya's management has never wavered from its commitment to achieve a perfect city in all aspects, including infrastructure, charming tourist attractions and a whole host of related vacation activities.

Electric Train Along the Beach

The Management Team of Pattaya, includes the Mayor, Mr. Itthiphol Kunplome and four Deputies, who are all young men of the new generation, in charge since May 2008 for a period of four years.

The Management Team plans to develop Pattaya City with exciting new and creative projects, as revealed by the Mayor upon his appointment. The plans are to develop Pattaya in a balanced manner with five principles, seven buildings and 13 strategies based on the readiness of the city.

The major goal is to maintain good policies, while adding new ones to improve Pattaya and enable it to be one of the best tourist cities with perfect utilities and facilities, equal to those in many big, scenic cities of the world.

The latest development plan revealed in June, 2009, by Mr. Viravat Kakhai, Pattaya's Deputy Mayor, includes many interesting projects, especially the project to develop mass transport by using an electric train. This will enable Pattaya to be more modern with fast, comfortable and convenient access to many tourist attractions.

The project's progress was enhanced by the interest of a group of Dubai investors interested in joining the proj-



ect to construct an electric train line along Pattaya Beach in two primary routes: Pattaya City - Jom Thien Beach and Pattaya City - Naklua. Currently two systems are under consideration: the Australian Sky Monorail and the Horizontal line along the beach road.



Entire City Network to Reduce Traffic Congestion

"We are attempting to find the right formation," Pattaya's Deputy Mayor said in June 2009. "Dubai investors have already had the area surveyed, but no decision has been reached yet. Currently, we have prepared for the first phase of the development plan, which has taken around 3-4 months for the conclusion of the design. The estimated budget for this first phase is not less than 10 billion baht."

In future, if the electric train project becomes viable, Pattaya will become a modern tourist city free from traffic congestion.

Pattaya City has another project to improve roads along the route of the electric train, which will be one way, with a connection to the Bypass Road for convenient access to the Expressway.



"Bali Hai Pier" The New Center

The other big project on process is the development of Bali Hai Pier, located next to South Pattaya, as a new transport and communications center, as well as a hub for both land and sea communications.

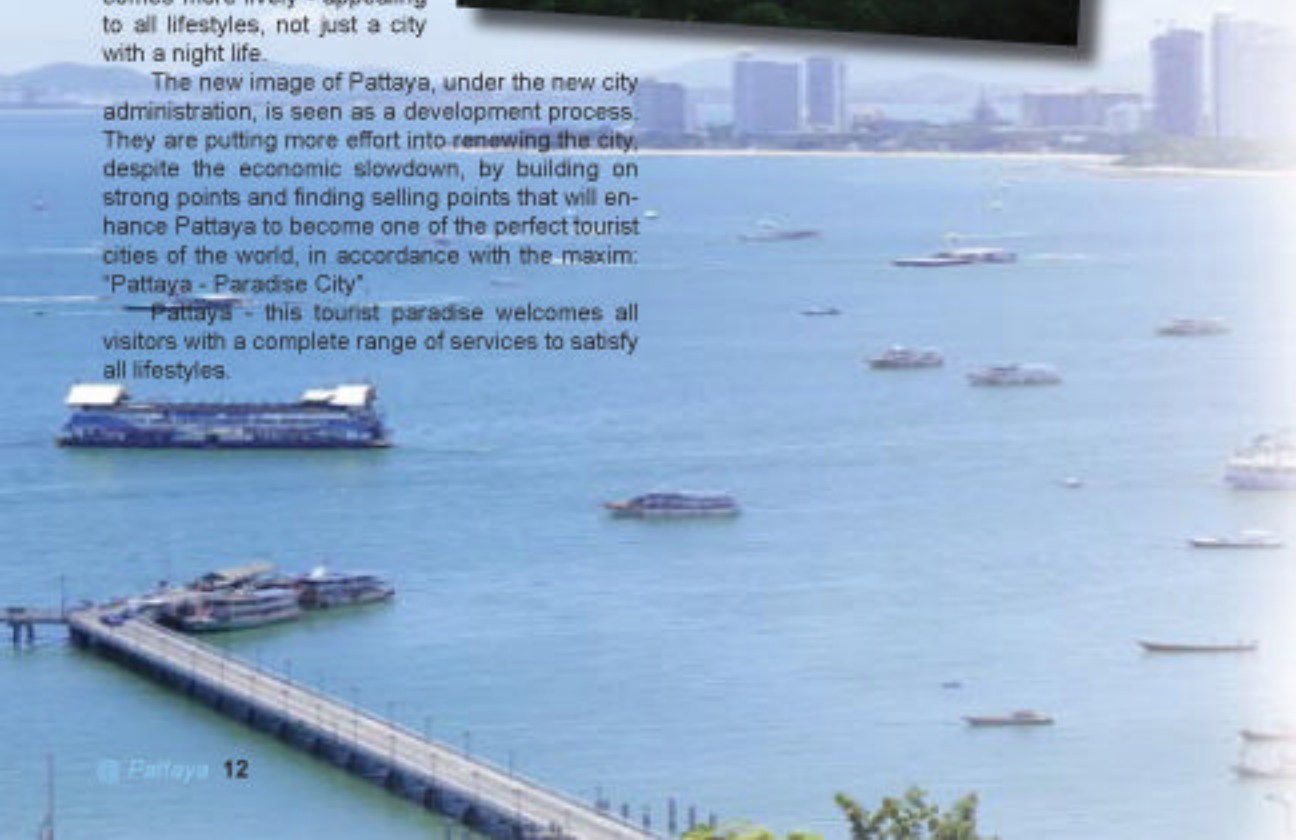
The project aims to construct a new Bali Hai Pier to be a center of tourism and communications, including a parking building, with a budget of 700 million baht.

At Bali Hai Pier, a group of English developers plans to establish a giant Ferris wheel with a budget of 6 billion baht. It will become a new prime selling point for viewing Pattaya city, the beach and surroundings as "Pattaya Eye".

All development projects are part of the changing image of Pattaya, by promoting this well-known seaside tourist city to become even more famous as a real paradise for tourists with its readiness in infrastructure, 5-star hotels, venues for international seminars and meetings, together with various high-end shopping centers. All are designed to ensure Pattaya becomes more lively - appealing to all lifestyles, not just a city with a night life.

The new image of Pattaya, under the new city administration, is seen as a development process. They are putting more effort into renewing the city, despite the economic slowdown, by building on strong points and finding selling points that will enhance Pattaya to become one of the perfect tourist cities of the world, in accordance with the maxim: "Pattaya - Paradise City".

Pattaya - this tourist paradise welcomes all visitors with a complete range of services to satisfy all lifestyles.



"Blissful Sanctuary"

Situated between Pattaya and Jomtien, the beautiful multi-award winning Royal Cliff Beach Resort offers a choice of four 5-star hotels – Royal Cliff Beach Hotel, Royal Cliff Beach Terrace, Royal Cliff Grand Hotel & Spa and Royal Wing Suites and Spa – each with its own distinct style and lavishly elegant surroundings.

With a diverse range of dining options in the resorts' acclaimed 10 restaurants and 10 bars to the 2 health spas, this outstanding resort also offers a multitude of activities including 5 swimming pools, 7 floodlit tennis courts, 2 air-conditioned squash courts, state-of-the-art fitness centre, 4-hole pitch & putting green, Thai School of Culinary Arts, 2 private beaches and a private catamaran for excursions to nearby tropical islands.



ROYAL CLIFF BEACH RESORT

This luxury resort also features the Pattaya Exhibition and Convention Hall (PEACH), a world class multipurpose and meeting facility situated in a secure gated 64 acre beachside estate – the largest outside of Bangkok, capable for up to 8,000 delegates in theatre-style seating. A total of 3 ballrooms and 54 meeting rooms are also available, thus catering to meeting groups of all sizes.

So whether planning for a leading international conference, a chance to immerse yourself in a well deserved rejuvenating holiday or both, the world renowned Royal Cliff Beach Resort awaits you.





Central Festival

Rebranding Pattaya as a Shopping City

The unique charm of Pattaya, Thailand's premier beach resort, famed for its fantastic nightlife, now offers visitors an exciting new image that will fulfill their most fabulous dreams and provide an additional attraction, besides the legendary nightlife, that will elevate Pattaya to become the region's most exotic holiday paradise.

CPN first introduced the concept of Central Festival Pattaya Beach, on 23 January 2009, as a state-of-the-art lifestyle complex in a modern Resort Style, located in a prime position on the seafront of Pattaya Beach, with a frontal width of 111 meters and an investment of more than 7 billion baht.

Pattaya is the preferred venue for many festivals throughout the year, but The Festival in Pattaya, introduced by CPN as the Central Festival Pattaya Beach Lifestyle, is Asia's largest, most modern shopping complex located by the sea.

This huge shopping complex features a unique architectural style by MAAR, a leading Thai design firm, and Benoy, a British retail specialist, with portfolios in 26 countries worldwide, attaining many international awards.

This fantastic new seaside-shopping center is fully equipped with modern, state-of-the-art

amenities and facilities to ensure all visitors enjoy a pleasurable experience that will fulfill their expectations. A wide variety of top 5-star retail shops, with the potential to attract high-end customers, feature the latest trends and products from the world's most sought-after brand names.

Offering a panoramic seaview, this fabulous new shopping venue provides a very different and exciting feeling, while shopping within sight of Pattaya's beach and sun dappled sea.

Central Festival Pattaya Beach is conveniently located between Pattaya Beach Road at its front, and Pattaya Soi 2 Road at its rear, with Pattaya Soi 9 Road at one side. It is in a prime location that is perfectly situated to welcome all shopping lovers.

Alfresco Dining is the seaview food and beverage zone within the shopping complex, located between the 1st and 6th Floors, offering diners a fabulous choice of dining delights, with a choice of indoor or outdoor dining attractions, where customers may enjoy the light, natural, sea breezes, while dining until 2.00 a.m. each day.

Central Festival Pattaya Beach will change the image of Pattaya Tourism by attracting

many more Thai and foreign visitors eager to experience shopping in an Eastern Lifestyle Hub, said Mr. Kobchai Chirathivat, CEO of Central Pattana Pcl. (CPN), management of Central Festival Pattaya Beach.

Central Festival Pattaya Beach comprises a mixed-use complex on an area of 22 rai, containing a seven-floor shopping center providing a total 240,000 sq.m. trading area; the Hilton Pattaya Hotel with 300 guest rooms; plus a Sky Lobby on the 7th floor of the shopping center.

The tower contains a total 24 floors and features Pattaya's first premium sky restaurant and bar with a panoramic view. All accommodation includes a sea view with corridors providing a feeling of being indoors and outdoors at the same time (opening in 2010).

The shopping magnet is Central Department Store with an extensive 5-floor area, including specific large retail shops, such as Central Food Hall, Power Buy, B2S, Super Sport, FoodLoft, SFX Cinema and SF Strike Bowl.

More than 200 brandname retail shops are included, such as Zara, DKNY Jeans, A/X, Diesel, Ed Hardy, True Religion, MNG, Topshop, Miss Sixty, FCUK, Camper, Rampage, Kenneth Cole Reaction, XOXO, Castro, Promod, Guess, Shaka London, Tracy & Belle, Replay, Rip Curl, Tumi, Naraya, Jim Thompson, Jim Thomson Cafe, Asia Books and Villain SF.

Many modern lifestyle restaurants are also here, including Gianni, Mango Bistro, Chili Chili, Outback Bar and ZICO, together with a 1000-sq.m. multi-purpose area at the beachfront as an activity and entertainment center, viewpoint, IT square, night market, art and handicraft area and tourist service center, with parking space for more than 2000 cars.

This project has been conceived by CPN in its efforts to promote Save the Country - Go Shopping! by enhancing Central Festival Pattaya Beach as a major shopping destination and to fulfill Pattaya as a paradise city for tourists from all around the world.

Open daily until 11.00 p.m.

central**festi**val



Exquisite Dining at CentralFestival Pattaya Beach, Asia's Largest Beachfront Shopping Complex

Experience a tantalizingly broad spectrum of excellent dishes from over 40 renowned restaurants to choose from - from comfortable family-style restaurants to fusion cuisine.



Enjoy the most amazing cluster of international dining outlets in Pattaya, including Russian, Lebanese, Brazilian and many more.



Immerse yourself in magnificent dining moments with panoramic sea views in an incredible fresco dining ambience.



AKA, Baskin Robbins, BFC-Jamsil Hut, Black Canyon, Boost, Burger King, Cafe Chili, Coffee World, CoCo Ichibanyan, Dairy Queen, Easy Way, Food Loft, Fuji, Gelato, Gianni, Haagen-Dazs, Hechiban, Hot Pot, KFC, Mister Donut, MK, Mos Burger, Oishi Ramen, PAN PAN, Pepper Lunch, Russian Restaurant, Saigon Cuisine, Saint Etienne, S&P, Secret Recipe, Segafredo, Shree, Shibushi, Sizzler, Starbucks, Sukshi, Swensen's, Tamarind, The Canton House, The Pizza Company, The Slim Noodle, YAYOI, Yum & Tum, ZEN

*For more information, please contact Call Center 0 2635-1111 or visit www.CentralFestival.co.th

Pattaya Goes International with the "PEACH" Exhibition and Convention Hall

Pattaya has it all. Not just tourist attractions, shopping and nightlife but also a luxurious five-star hotel with a grand convention hall that was the venue for the ASEAN summit conference earlier this year. Although the conference was cancelled because of political problems, the hotel's ability to host such a major international event such as the ASEAN summit reflects Pattaya's strong potential as a tourism and MICE city.

The "Royal Cliff Beach Resort" is a 5-star hotel in resort style with luxury accommodations and the PEACH convention hall (Pattaya Exhibition and Convention Hall). PEACH is an international, integrated exhibition and convention center with usable area of 65,000 sq. m. that attained the Environmental Impact Assessment: EIA Monitoring Award in 2008 from the Ministry of Natural Resources and Environment.

The Royal Cliff Beach Resort was previously awarded the EIA Monitoring Award in 2000, 2002, 2005 and 2006, together with 79 other awards and certificates from domestic and overseas organizations. It was also the first convention hotel of

Thailand to achieve ISO 9001:2000 and ISO 14000.

The Royal Cliff Beach Resort is perched above a shady tranquil stretch of sand between Jomtien and Pattaya Beach. The hotel provides superior facilities including seven tennis courts, two air-conditioned squash courts, two swimming pools, two spas, a private beach, jogging track in a small park, health center with sauna and steam rooms, games room, playground and a 4-hole putting green.

The hotel has many more special services for the utmost satisfaction of its guests.

Panorama Restaurant - serving international dishes 24 hours a day.

Grill Room & Wine Cellar - offering luxurious dining with top wines and soft music.

Guests can relax and enjoy the complete services of the hotel that attained the Thailand Tourism Award for Excellence in the category Recreational Tourist Attraction from the Tourism Authority of Thailand for many years. "Royal Cliff Beach Resort" is a proud and unique hotel welcoming visitors to experience a special time at any time.





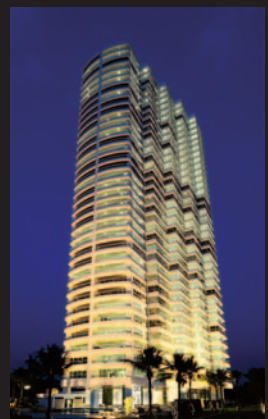
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Ocean Portofino Condominium &
Ocean Portofino Suite

Ocean Portofino, a new luxury marina-front condominium in Pattaya, is situated in a prime location at the internationally-renowned Ocean Marina complex or just 157 km. from Bangkok with easy access to the airport and golf courses. It's a perfect weekend home for the yachting lifestyle. Every unit offers panoramic views of the sea, marina, mountains, and crescent calm beach of the Gulf of Siam. **Ocean Portofino** features 1-4 bedrooms or 76-233 sq.m. with Asian Contemporary design and functional for maximum space utilization. **Ocean Portofino** is facilitated with marina-front swimming pool, fitness, and m/f steam rooms, grand lobby, car parking lot, key-card access, spacious green landscape, and access to a five-star hotel, Ocean Marina Yacht Club. The marina itself has a full-scale marina facilities and services.

Ocean Portofino is now **"READY TO MOVE-IN"** with special promotions of free furniture package up to 1.5 million Baht or optional 3% cash discount. And now you can experience Ocean Portofino life with a newly-launched **"TRYOUT STAY"** campaign with money-back guarantee.



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Ocean Marina, Jomtien Beach - Pattaya



Ocean Marina Yacht Club

Ocean Marina Yacht Club

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Meeting Rooms / Banquet & Catering / Weddings

Dining Facilities:

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Harbour Lounge
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International Marina Services:

Wet Slips with U-shaped Wave Breaker / Dry Storage
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Yacht Charter / Sailing Races & Regatta / Boat Shows

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Email: tosapom@oceanmarinayachtclub.com www.oceanmarinayachtclub.com



Indoor Swimming Pool





DOR-SHADA
RESORT BY THE SEA



Welcome to the DOR - SHADA SPA

Smooth sand and a warm sun is the perfect combination to enhance your spa experience. Indulge yourself at our spa.

At **DOR - SHADA SPA** your happiness and satisfaction is our utmost pleasure. Attention is paid to every element to give you a complete rejuvenating experience. Smoothing sounds intoxicating aromas, caring staffs, peace, tranquil ambience, serenity and pampering indulgence.

DOR SHADA SPA is open daily from 10 am. until 07 pm.

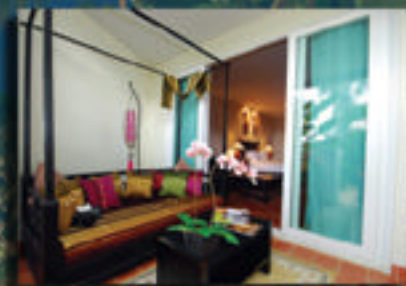
In - room service also available until midnight



DOR-SHADA

RESORT BY THE SEA

Dor - Shada Resort, located on Sukhumvit Road, just past White Sands Beach, has just opened for business and optimal time to cater to the influx of high season holiday makers. The architectural concept is modern Thai, but is strongly redolent of the best in ancient Thai, adorned with curlicue roof features.



Dor - Shada Resort By The Sea

256 Moo 4 Najomtien, Sattahip, Chonburi 20250, Thailand.

Tel : +66 38 235870-884 e-mail : info@dor-shadaresort.com www.dor-shadaresort.com

Property Boom in Pattaya Variety of Villas and Condos

The world financial crisis has seriously restrained foreign investment in the Pattaya area, which, but for the economic downturn, would have been yet another remarkable boom area for property development. Many minor and major property projects in the Pattaya area have already commenced, but are held up awaiting investment finance from international investors, including European, Scandinavian and new market, Russian.

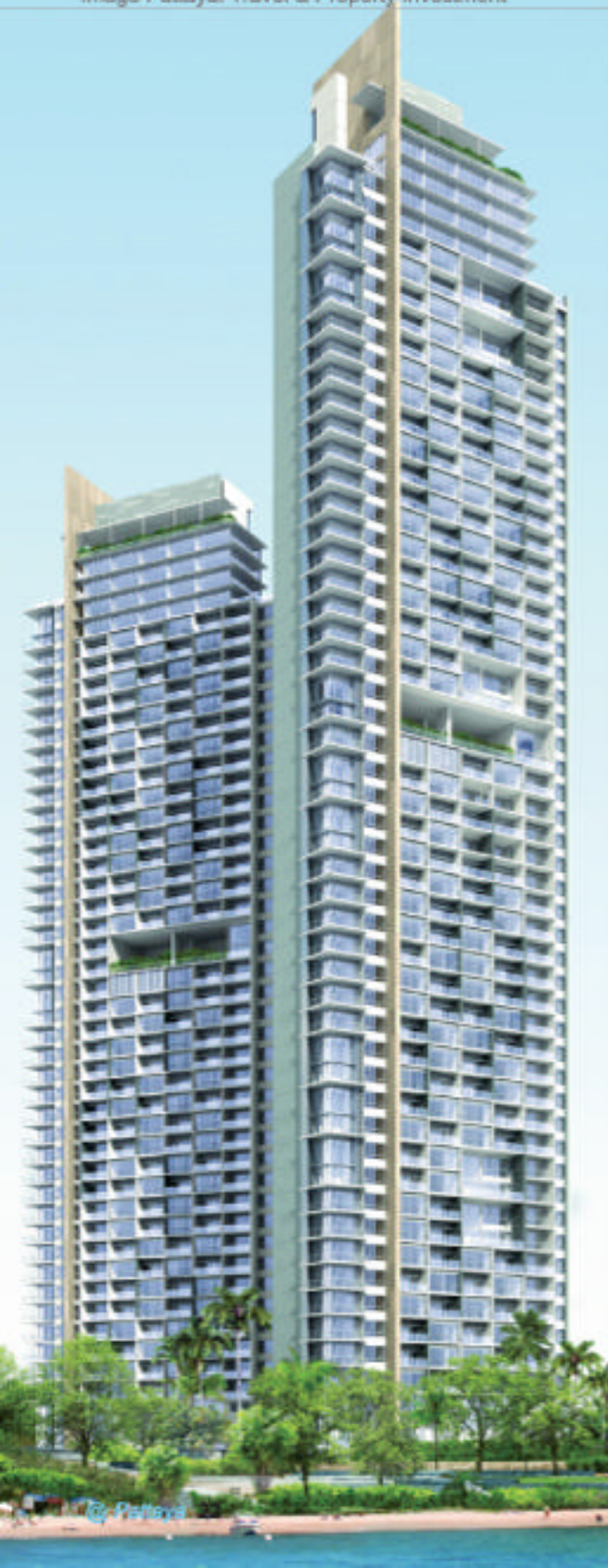
Although the **Hamburger Crisis** has resulted in a slow-down of overall purchasing power, Pattaya is still regarded as a golden opportunity for property investment, guaranteed by the commencement of many large and small construction projects, many of which are currently under construction.

The latest survey by the Agency For Real Estate Affairs of the Property Market in June 2009, revealed that many real estate developments were booming in Pattaya, both ongoing and new projects. It also indicated many different styles and price levels of property in prime areas.

67 Houses & Condos on the Beach

Pattaya Beach and surrounding areas are prime locations where the survey found 25 projects located, including Baan Fah Rim Haad, Baan Chalita, Eakmongkol Chaiyapruk 2, View Talay Jomtien (Project 3, 5, 6), Rachadee Condotel, Catalina, Jomtien Plaza Condominium, Rodeo Drive, etc.

Pattaya's outstanding selling point over the past two years has been resort condominiums with up to 42 new projects started. Many are prominent, in both



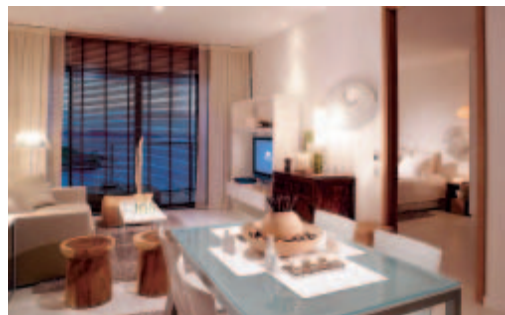
design and point-of-sale, for example: Exclusive Residence 2-3-4, View Talay Residence 3-4-5, Ocean Portofino Condominium, View Talay Sand, The Park, Ocean One, View Talay Marina Beach Condominium 8, City Garden Condominium, North Point, The Cove, Ananya Beach Front, White Sand Beach, Reflection, Laguna Height, The Retreat, The Lofts Southshore, The Ocean Pearl, The Urban Suite, The Paradise Residence, The Amber Royal Hill, The Beach Resort and Residence, etc.

89 Projects between the Beach and the Mountains

In addition, there are another 21 projects for villas in the areas between the beach and mountains, such as C'est Palai, Manuriva, Jomtien Park Villa, The Pool House, Island View Residence, Baan Dhawaran, The Royal Maritime, Baan Talay, Tarawadee, Nagawaree, View Talay Marina Anda, Phu Tara, Prima Lagoon, Siam Royal View, Horseshoe Place, Silk Road Place, Sea Breeze Villa, Majestic Residence and Hill View Villas.

Another interesting location for real estate in the Pattaya area, of which there has been much talk about over the past 2-3 years, is the increase in housing developments in the mountain view area. This has attracted increased foreign investment in acquiring residences in these areas and the survey reported 68 such projects located in the mountain zone.

In this particular zone, designs vary considerably and some have been developed by overseas investors, for example, Park Avenue 2, Wanaree, Park Village, Neramit Garden Home, Dhewee Resort, Thai Garden Hill, Tropical Village, Pattaya Thani, Chaleeda Village, Chokchai Garden Home 4, Grand Hill Village, Paragon Park, Siam Place, Mukda Tarin, Baan Ngam Chareon Pattaya 5&7, etc.



The Cove, New Condos,

"Pattaya" has been known as a charming tourist city famous for its vibrant nightlife for a very long time. Today, one local private operator is trying to present a new perspective of Pattaya by developing this seaside city to be more diverse and to take on a more international image as a major tourist city, through the creation of premium real estate projects.

Itthi Chavalittamrong, CEO of Petch Property Development Co., Ltd., a young energetic man in the third generation of the "Chavalittamrong" clan, owns over 500 rai of land in the heart of the city, most of which is leased to major retail businesses and hotels. He is a new generation entrepreneur who wants to build a new and more international Pattaya, although he realizes this will take time.

"Pattaya has many highlights to attract visitors from around the world - a convenient location close to the capital Bangkok, beautiful beaches, 5-6-star hotels and a superb range of eateries. However, Pattaya is only perceived as a city of nightlife by many people. I understand this point and I believe it will take considerable time to adjust the image of the city."

Itthi stressed that as a local businessman, he wanted to develop Pattaya as a tourist city with integrated capacity and build a good image for Pattaya.

To achieve his goals, Petch Property Development plans to invest 10 billion baht for short-, medium- and long-term investments to develop property projects in the form of a complex. These projects will cover an area of 80 rai in North Pattaya (Wong Amat beach), which is seaside land and the last and largest plot of prime land available in the city.

The first project development is the resort-style condo "The Cove", spanning an area of 7 rai on Wong Amat beach, North Pattaya, Soi Na Klua 18/1. It began construction and has been open for reservations since the end of 2008, and is expected to reach completion in late 2009.

With an investment value of 2 billion baht, The Cove is an 18-storey high-end luxury condominium



For more information and direction to THE COVE Sales Office, please contact 038 428 595 or visit www.ppd.co.th

The Wave... New Image Pattaya

with 103 units.

Besides its modern design, The Cove's highlights include 180-degree sea views from every unit. Each unit has 2 floors with 10-meter long balconies and the first floor of all units are embraced by a swimming pool. Car parking is available in two areas: one in the basement accommodating 95 cars, the other is in the condo premises accommodating 130 cars.

"We want to build The Cove to be a luxury condo for sale at a reasonable price of 130,000 baht per square meter, and be different from those of competitors. We have achieved 50% reservations so far, with 50% Thais and 50% foreigners, most of whom are Israelis and Europeans."

"The Wave" is open for reservations at the end of 2009

Itthi added that the next project to The Cove is a seaview condominium "The Wave", which is a luxury condo targeting B+ level customers. Also featuring a distinctive design, The Wave, however, offers smaller rooms than those of The Cove and has 55 floors.

The new project's investment value is 1.4 billion baht. It has 283 units with sales price starting from 5.4 million baht, or 90,000 baht per square meter. The size of the smallest unit is 60 square meters. It will be open for reservations in late 2009, around November. The construction will begin in the middle of 2010 and is expected to be complete within 3 years.

"This project is different from The Cove in that it will be built according to customer demands. For example, if the customer wants a 2-room unit or 3-room unit, the space can be expanded to 120 or 180 square meters, respectively. They can also tell us which floor and location they want. We will make a survey on customer demands during the reservation period."

Itthi stressed that both are pilot projects which are part of a plan to develop quality projects for Pattaya so as to elevate this tourist city to premium class. He also has plans for further land development to achieve his goal to upgrade Pattaya as a recognized world-class destination and seaside resort.

Itthi Chavalittamrong, CEO



Golfing in Pattaya

- Spoilt for Choice

Apart from glittering nightlife and colorful shopping, Pattaya offers an activity to suit the taste of lovers of the great outdoors: the classic game of golf.

Relax and have an exciting round out on the fairways with your buddies, for a weekend break or an extended golfing holiday.

Just a couple of hours' drive from Bangkok, Pattaya's golf courses come in a variety of styles, many created by world-renowned designers. The most famous courses in Chonburi-Pattaya include:

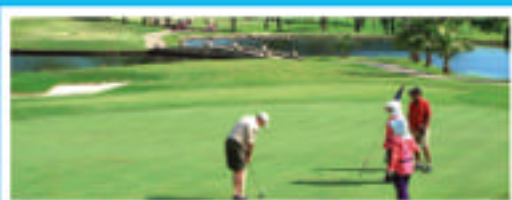
Burapha Golf and Resort - A 36-hole golf course consisting of two 18-hole championship golf courses fully equipped with modern facilities. Located in Sriracha, which is 109 km from Bangkok, Burapha Golf and Resort was designed by Gary Panks and David Graham.

Siam Country Club (Old Course) - Located in Banglamung district, Siam Country Club has long been known as Thailand's first privately owned golf course, founded and developed by Dr. Thaworn Phornprapha of Siam Motors. This 18-hole golf course was designed by Isao Mazumi. Today, Siam Country Club's new golf course is also open nearby.

Phoenix Golf and Country Club - A 27-hole golf course in Banglamung district designed by Dennis Griffiths.

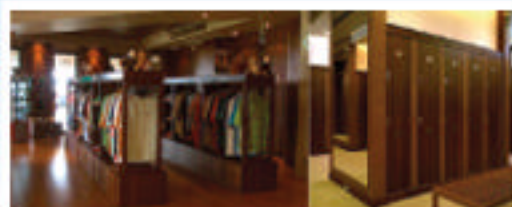
Khao Kheow Country Club - A 27-hole golf course in Sriracha district designed by Pete Dye.

Laem Chabang International Country Club - An international-standard 27-hole course in Sriracha



district. Designed by the great Jack Nicklaus no less, this golf course is a 30-minute drive from Pattaya.

These are a few golf courses offering a full range of services in Pattaya. In addition to complete services and facilities, many courses in Pattaya are offering special discounts of between 20-60% with, for example, green fees for a 9-hole course starting from just 500 baht on weekdays.





“Polo Club”... An Exhilarating Sport from England at Pattaya

People visit Pattaya for a variety of reasons, but the sheer diversity of activities available is usually one of the main reasons they come, whether for a short, or long stay. Beautiful weather, an exotic, tropical beach, fringing a crystal clear, aquamarine sea, offering all popular watersports; modern luxury hotels, or a wide range of excellent budget accommodation; brand new modern shopping malls, shops and markets; and a legendary entertainment scenario, are but a few of the attractions that bring visitors to Pattaya... again and again!

Now a new sporting attraction has arrived in Pattaya direct from England - Polo! This sport combines the skills of a rider using their polo stick to hit and drive a chuck towards the opponents' goal, while riding specially bred and trained polo ponies in a team.

Now Pattaya has its own international standard polo field, the “Thai Polo Club”, which is the special pride of the people of Banglamung, where the field has been specially landscaped amidst a setting of mountain, forest and tropical palms, cap-

turing a special charm, while presenting a very unique setting.

The Club has two standard polo fields, with one providing a superb view of the Gulf of Thailand as its backdrop, together with a training field, stables for 150 ponies, as well as a special pony jogging track in “cross country” style, amidst the beautiful country surrounds. The Thai Polo Club is an outstanding riding club and center for people who love horses and the sport of polo.

The Thai Polo Club features a prominent, well appointed clubhouse in a unique boutique style, an ancient Thai horse stable building and a traditional English bar. The club has also been honored by being chosen as the venue to host the annual Polo Competition for the prestigious Mercedes and B. Grimm Club Polo Trophy.

Additional information may be obtained at: www.thai-polo-club.com



Revs & Laps... The Thrill of Speed

If you are hooked on the thrills of speed and the piercing sounds of high revving engines at international motor/motorcycle racing venues, then Pattaya can also cater to your passion. Banglamung also plays host to the famous Bira International Racing Circuit, which, besides being the first, is also currently, the only international motor/motorcycle racing circuit in Thailand, fully certified by the F.I.A. and located 20 km. from Pattaya, on a 164 rai area. Many important motor/motorcycle races are organized here and broadcast worldwide, ensuring the circuit's familiarity and popularity with motor/motorcycle racing fans around the world.

Bira International Circuit also supports the establishment of international motor/motorcycle racing schools for both car and motorcycle racing, such as the Taki School, Whitham and Thai Race



School, each of which has helped elevate Thailand's car and motorcycle racing sports to meet international racing standards.

Pattaya Kart Speedway is a Go-Kart racing circuit on Thepprasit Road, Nongprue, Banglamung.

The circuit is divided into two sections: a 400-meter track for kids and beginners to become familiar with and practice their racing skills; and an 800-meter off-road track for professional racers.

KR Go-Kart Grand Prix is a small Go-Kart racing circuit that meets international standards. It has a 1,100-meter track for Go-Karts of Grand Prix level, providing standard equipment to ensure safety for both professional and amateur racers. Go-Kart driving tuition is also provided by experts. A clubhouse offers food and beverage services, plus a conference room for meetings and social activities.



THAI POLO & EQUESTRIAN CLUB
Pattaya www.thai-polo-club.com

H.R.H Princess Maha Chakri Sirindhorn Cup
Mercedes-Benz - B.Grimm Thai Polo Open 2009
The Annual International Polo event in January.

QUEEN'S CUP PINK POLO in February
The Annual International Ladies Polo Tournament
Charity Event to raise funds for the The Queen Sirikit
Centre for Breast Cancer
Thai Red Cross Society, King Chulalongkorn Hospital.

KING'S CUP Thailand Championship in May
Dressage, Cross Country and Show Jumping.

HRH Princess Maha Chakri Sirindhorn Cup
in November
DERBY SHOW JUMPING

FIRST TIME IN ASIA December 2009
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FEI South East Asian Championships 2009
Dressage, Jumping, Cross Country and Endurance.
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THAI POLO OPEN 2009



PINK POLO 2009



CROSS COUNTRY



DERBY SHOW JUMPING



CROSS COUNTRY

Spice up Your Life With Pattaya's Gastronomic Delights

Pattaya, Thailand's premier beach resort, is a mere two hours by road from Bangkok, and is full of interesting tourist attractions and worth-a-try restaurants, especially those offering fresh and spicy seafood. For many people, Pattaya is their usual hang-out for short trips at the weekend.

Several well-known restaurants are dotted around Pattaya, including North Pattaya, Central Pattaya, South Pattaya, Khao Phra Tamnak, Jomthien Beach and Bang Sare. Each restaurant varies in size and style, ranking from opulent five-star to simple street vendor, enabling you to taste a wide variety of fresh seafood from Thailand's bounteous seas and more.

Pattaya is a center for food, offering a wide assortment of classy international dishes, fresh seafood and famous northeastern dishes, including, of course, grilled chicken and Somtam (papaya salad).

Especially enjoyable is the tasty, crisp and freshly cooked seafood, dipped in a special sour and spicy sauce that more than fulfills visitors' expectations, when served at a chill-out venue on the shore.

Being a seaside resort, Pattaya has a great number of spicy seafood restaurants. In particular, the famous **Lung Sawai Seafood Restaurant** at the far end of Jomthien Beach is an ideal spot to sample local seafood at a price that won't hurt your wallet. With refreshing breezes from the ocean, Lung Sawai's recommended dishes include spicy seafood and glass noodles salad, baked blue crab with glass noodles and tangy steamed squid.

Located along the Pattaya-Naklua Road, opposite the Banglamung police and fire stations, **Nai Khuan Restaurant** is not close to the beach, but the seafood fare available more than adequately compensates for this.

Nai Khuan serves various somtam dishes, including somtam with salted sea crab, freshly made-to-order, or salted-sea-crab salad. The restaurant's fresh seafood includes piquant steamed fish, fish in a tangy soup, minced shrimp curry, stir-fried morning glory mixed with shrimp paste, and white turmeric salad with sea crab roe. The 20

to 40 tables available for customers every day are usually fully occupied and Nai Khuan Restaurant is so popular, that it has opened a branch in Bangkok's Atnarong-Raminthra area.

Rimhat Bangsare Restaurant located just beyond South Pattaya, offers tasty food at reasonable prices in a pleasant atmosphere. Recommended items from the extensive menu include stir-fried rice with sea crabs, Thai escargots, fried mantis shrimp with garlic and pepper, and steamed blue crabs.

One place you should not miss at Pattaya is the legendary seafood restaurant "**Poo Pen**" at the end of Jomthien Beach. This restaurant was founded in 1986 by Auntie Ua and Uncle Nian from the Siridet family. At first, it was just a small restaurant on the beach. Today it has become a landmark, famed for its spicy seafood dishes. Its highlights are the original crab dishes, from which the name "**Poo Pen**" originated.

If you have had your fill of seafood, or just want a change, then southern style food is highly recommended, especially at **Khao Kaeng Pak Tai Pi Lek**, located on Pattaya Sai 3 Road and open from 10 am - 4 pm daily.

Additionally, a salad of rice and Thai herbs, consisting of hot cooked rice topped with southern-style sauce, minced dry shrimp, roasted coconut, sliced lemongrass, sliced cucumber, bean sprouts and chili powder, will please you with its delicious and original flavour.

For noodle aficionados, many Pattaya people would recommend **Mengki Roast Duck** as a good place to make for. The restaurant has been in Naklua for over 20 years and is located on Pattaya-Naklua Road. Highlights include dry noodles with roast duck, rice with roast duck, rice with crispy pork or roasted red pork, bitter melon stew with spare ribs, and Thai rice noodles with green curry.

Pattaya's culinary paradise is ready to provide visitors with a wide variety of fresh foods in various cooking styles and flavours. Experience for yourself the many impressive and delicious tastes in Pattaya's relaxed atmosphere by the sea, not too far from Bangkok.





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World-class Cineplex: Pattaya's Chic Entertainment Venues

Experience world-class movie entertainment at Pattaya's two leading cineplexes with bowling, karaoke and more all rolled into one.



Pattaya's level of entertainment became truly world class recently with the opening of two major cinema and entertainment complexes by Major Cineplex and SFX Cinema.

Major Cineplex Pattaya debuted at The Avenue Pattaya on Pattaya Sai 2 Road, targeting teenagers, working professionals, families and tourists, both Thais and foreigners. It is remarkable for its Total Entertainment Lifestyle concept, which features cinema, bowling, karaoke and a California WOW Xperience fitness center.

Major Cineplex Pattaya, with eight cinemas and more than 2,000 seats, is located on the 2nd-3rd floors of The Avenue Pattaya project. Initial marketing promotions have been designed to target all age groups:

Senior Price: Customers over 60 years old pay just 80 baht for a ticket to any movie at any time.

Student Price: Students pay 80 baht for a ticket to any movie shown during Monday - Friday before 6 pm.

Kid's Price: Children who don't exceed 120 cm in height are charged 80 baht for a ticket to any movie at any time.

Interested customers may inquire about show times and make reservations at Major Cineplex Pattaya or on www.majorcineplex.com

In addition to cinemas, the venue offers Blu-o Rhythm & Bowl, a combination 22-lane fluorescent

bowling club and innovative karaoke bar, the first of its kind in Pattaya.

This top karaoke bar provides nine chill-out chambers with world-class

sound systems, 29" LCD monitors, laser microphone systems comparable to those of cinemas and second monitor systems.

"SFX Cinema," another world-class entertainment experience, is located on the 6th floor of Central Festival Pattaya Beach, the biggest and trendiest shopping mall in the East on Pattaya Beach Road.

This complex is the flagship of SFX, designed under the concept of a "Resort Cinema" with a harmony of luxury and nature in its ten cinemas and 2,270 seats.

One cinema is "First Class" with 70 luxurious sofas, which can be electronically adjusted and come with blankets, and a First Class Lounge, in which food and beverages are served constantly and free of charge.

Eight standard cinemas accommodate the remaining 2,200 seats which come in three categories: Deluxe Seat, Premium Seat and Sofa Sweet.

One more interesting highlight of this project is the Out Door Cinema, the first place that you can watch movies and enjoy a view of Pattaya at the same time. SFX has invested in an innovative projection system and Digital B-chain, the latest sound technology, to ensure there are no disturbances during show time.

Movie show times can be checked round-the-clock by mobile phone at m.sfci-nemacity.com

"SF Strike Bowl" is a new-blood world-class bowling club with 16 standard lanes, offering a colourful light system and music from leading DJs. While you play you can watch what's happening on Pattaya Beach.

Game Zone is a hub of fun featuring three pool tables and several other games. In another corner, Dining Zone offers various food and beverages in a chill-out atmosphere.

Pattaya now offers tourists and locals alike the very latest in movies, bowling, karaoke and other entertainment, just like other major cities around the world.

"Pattaya" ... Designed for Tourism

Pattaya is well known as a world-class resort destination. In this self-governing municipal city, the infrastructure covers 208.10 sq. km. (130,062.50 rai). Established as a fully functioning city in all aspects, Pattaya has become more than just a tourist destination with a beautiful 15-kilometer beach.

Pattaya, today, is a major economic city situated on the eastern seaboard of the Gulf of Thailand. More than 87% of its residents are employed in the tourism sector, providing a wide variety of essential goods and services to the remaining residents and the large influx of tourists each year, while the remainder are employed in the agriculture, industry and fishery sectors. The average annual income of these individual residents is around Bt270,000 per annum.

Pattaya City Economic Structure

Tourism sector (major economy in Pattaya)	90%
Manufacturing industry: concrete, bricks, cassava, etc.	3%
Agriculture: cassava, pineapple, coconut	3%
Commerce: retail, imports, services and entertainment, car rent	4%

17 Shopping Paradise: Further new charms of Pattaya

One of Pattaya's undoubted charms, is its wide selection of retail outlets, easily comparable to those in other tourist cities, with several modern high-end shopping malls, large department stores, superstores, discount stores, outlet malls, open-air markets and market fairs, in all of which, you can "shop 'til you drop". In all, Pattaya has about 17 modern shopping venues:

1. Central Festival (Big C at North Pattaya) Pattaya 2nd Rd.
2. Tesco Lotus (North Pattaya) North Pattaya Rd.
3. Tesco Lotus (South Pattaya) Sukhumvit Rd.
4. Royal Garden Plaza (South Pattaya) Pattaya Beach Rd.
5. Mike Department Store (South Pattaya) Pattaya Beach Rd.
6. Mike Shopping Mall (South Pattaya) Pattaya Beach Rd.
7. Best Supermarket North Pattaya Rd.
8. Best Supermarket (Central Pattaya Intersection) Pattaya 2nd Rd.
9. Foodland Central Pattaya Rd.
10. Pattaya Shoes (South Pattaya) Phra Tamnak Rd.
11. Friendship Supermarket South Pattaya Rd.
12. Tops Supermarket (Central Pattaya Intersection) Pattaya 2nd Rd.
13. Outlet Mall Sukhumvit Rd.

14. Big C (South Pattaya) Sukhumvit Rd.
15. Carrefour Central Pattaya Rd.
16. Tuk Com (Pattaya) South Pattaya Rd.
17. The Avenue Pattaya Pattaya 2nd Rd.

Fresh-food markets, symbols of a traditional lifestyle, have long existed in harmony with the more recent modern attractions. Fourteen fresh-food markets are still crowded with traders and buyers, for example, Former Nakleua Market, Pattaya Market (New Nakleua Market), Central Pattaya Market, Central Pattaya Market Fair, Phothisan Market and Bua Khao Market.

18 Tourist Attractions: Colours of Pattaya

Among 18 top tourist attractions in Pattaya, the resort's beaches are, perhaps, the best known. The main Pattaya Beach is crescent-shaped, with its own three-kilometer seafront road. Jomthien Beach also runs parallel to a tranquil three-kilometer seafront road.

Wong Phrachan Beach, on Soi Wong Ammat, offers a peaceful atmosphere along its one-kilometer natural beach. In addition, the Koh Lan archipelago (consisting of Koh Lan, Koh Khrok and Koh Sak) is located west of Pattaya, about 7.5 kilometers offshore. It only takes about 15-minutes by speed boat, or 45-minutes by passenger boat to reach the archipelago. Foreign tourists know it as the "Coral Islands", where there are several natural attractions, including many beautiful, pristine beaches.

Krathinglai Bay has also recently become a new attractive location in Pattaya, well known for its aura of relaxed serenity.

In the foothills, Chaleam Phrakiat Park on Phra Tamnak Road, Khao Pattaya (Khao Phrabat), Mini Siam, and the Shrine of Hok-Lok-Siw Gods are all also worth a visit.

Many other attractions have been developed to provide attractive highlights, for example: Pattaya Park (an amusement park), Bottle Art Museum Pattaya, Water Puppet Shows (North Pattaya), Pattaya Monkey Training Center and Ripley's "Believe It or Not!" exhibition.

Finally, The Sanctuary of Truth, Lakeland Water Cable Ski and Underwater World Pattaya are all further attractions you should not miss.



Siam Bayshore
Resort & Spa
PATTAYA

A LUSH TROPICAL GARDEN PARADISE

"TOUCH THE BREEZE" PACKAGE 3,000 BAHT NET PER NIGHT



- Single or double occupancy
- Accommodation in deluxe room
- Complimentary buffet breakfast
- One free extra bed per room for child under 12
- Check-out time extended to 3:00 p.m.

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Fully renovated, spacious rooms look over the gardens, complemented by 5 restaurants and bars, 2 swimming pools, 6 tennis courts, a private Beach Club and the beautiful Lotus Spa of Siam.

For reservations, please call 0 2247-0123,
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**Package rate includes service charge and VAT.*

Valid for stays from May 1 until October 31, 2009.

Applicable for Thai nationals and expatriates with Thai work or residential permits only. ID required upon check-in.

A 500 baht surcharge applies over long weekends.

Upgrade to Tropical Deluxe Room is 500 baht.



Siam Bayview Hotel

PATTAYA

A FRIENDLY FIRST-CLASS RETREAT
IN THE HEART OF PATTAYA

**Next to
Central Festival
Shopping Mall!**



"SHOP TILL YOU DROP" PACKAGE

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Bht. 2,500.- net per night

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- Accommodation in Garden Deluxe Room
- Complimentary buffet breakfast
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- Check-out time extended to 3:00 p.m.

A hidden gem, the Siam Bayview's quiet, tranquil ambience belies its bubbly surroundings. Enjoy the hotel's newly renovated facilities and prime location in the centre of Beach Road, just next door to the new Central Festival Shopping Mall.

For reservations, please call 0 2247-0123, 038 423-871-7
or E-mail: reservations@siamhotels.com

**Package rate includes service charge and VAT.*

Valid for stays from May 1 until October 31, 2009. Applicable for Thai residents and expatriates with residential work permits only. ID required upon check-in. A surcharge of 500 baht applies over long weekends. Upgrade to Deluxe Sea View Room is 500 baht.



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The Cove Pattaya Project | Chana Jitich Property Development Co., Ltd. 41 Sukhumvit 11, Watana, Bangkok, Registered Capital: 800 Million Baht (Pully Paid), CEO and President: Mr. Jitich Chantakarnong, Project Location: Land Title (Suk No. 1502) 11, Pattaya, Banglamung, Chantakarn (Free of Encumbrance), Land area: 6 Bt. - 3 Ngan - 34 Sq/Wah, Project Amenities: 10 Story Building with 108 Units, All Rooms with Sea View, Beach Front Location, 3 Tier Swimming Pool, and Landscaped Gardens, Expected Construction Commencement: Q1 2006, Expected Completion: Q1 2010, Juridical Person will be registered after project completion, Condominium Service Fees will be paid to Project Juridical Person according to Sale and Purchase Agreement and/or Regulations of the Condominium Juridical Person, SR No. 16 1085-5/2004

